

Appendix G. Promotion Pieces and Survey Instruments

- 1. Post card ((English and Spanish)**
- 2. Cover Notes for Organization Survey**
- 3. Organization survey and cover note (English and Spanish)**
- 4. Audience Survey (English and Spanish)**
- 5. School Survey**

Money Talks!

**Help us prove the
arts impact our
state's economy.**

You make a difference in the economy of your region. Together, California arts and cultural organizations make an enormous difference in the economy of our state.

Help us prove it.

Given the state's fiscal crisis, government support is in jeopardy. A new study is underway to measure the statewide economic impact of the arts. Your organization has been selected from a random sample to provide data. Your information/data is critical!

What can you do to help?

Go to www.nettango.com/survey and **complete the online survey.** For electronic survey returns, you must include your organizational code from this card's address label, so please save this card. If your electronic response is not received by June 20, we'll mail you a survey.

For survey questions: Call Dr. Eric Thompson, Project Economist at 859/269.2407.

This project is sponsored by the California Arts Council and the Arts & Business Council of Sacramento.



¡EL DINERO HABLA!

**AYÚDENOS A DEMOSTRAR QUE LAS ARTES TIENEN UN GRÁN IMPACTO
EN LA ECONOMÍA DE NUESTRO ESTADO**

Usted tiene un efecto positivo en la economía de su región. Juntas, las organizaciones artísticas y culturales de California impactan favorablemente la economía de nuestro estado.

AYÚDENOS A DEMOSTRARLO

Considerando la actual crisis fiscal del estado, los fondos para las artes se encuentran en peligro de extinción. Se está llevando a cabo un estudio estatal para medir el impacto económico de las artes. Su organización ha sido seleccionada, en una muestra al azar, para proporcionarnos información que consideramos icrítica!

¿Cómo nos puede ayudar?

Vaya a www.nettango.com/survey y llene la encuesta. Si no recibimos su respuesta electrónica antes del 20 de junio, le enviaremos una encuesta por correo.

Para recibir una copia de esta encuesta en español, correo electronico ca_documento_de_arte@mindspring.com o llame a Ángela Johnson, coordinadora del proyecto en California, al 415/752-7699.

Este proyecto es patrocinado por el California Arts Council y el Arts & Business Council de Sacramento.



CA Arts Econmic Impact Study
c/o ALJ Consulting
195 Second Avenue, Ste. A
San Francisco, CA 94118

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MONEY!

HELP US TO ESTABLISH THE CURRENT ECONOMIC IMPACT OF THE ARTS IN CALIFORNIA

Dear Arts Leader:

We are contacting you to ask for your support and assistance in a critically important project to identify and categorize the economic impact of arts and culture in California.

Your organization is one of 3,000 selected from a random sample of all of the state's non-profit arts and cultural organizations to provide us with crucial data. We cannot emphasize too strongly how important your participation in this survey is to the final outcome. Please complete and return the enclosed survey by July 31st.

If you would prefer to complete the survey electronically, please go online to www.nettango.com/survey. Links to this site are also available from the CAC's website (www.cac.ca.gov) and other partner websites. Note: If you choose to complete the survey online, you must use the bar code number assigned to your organization. You will find the bar code number on the address label of this mailing.

If you have any questions or need clarification, please contact Dr. Eric Thompson, Project Economist at: ecthom1@pop.uky.edu. Or you may call Dr. Thompson between 7:30 am and 4:00 pm any weekday at 859/269-6407. If you would prefer to complete the Survey in Spanish, please contact Angela Johnson at 415/752-7699 or by e-mail at documento_de_ca-arte@mindspring.com

Results of this Economic Update can be used by every arts organization in the state to establish the economic value and impact of arts and culture at every level – local, state and federal. It will be the benchmark for the next decade. **YOUR help will make it a tool of value to everyone.** Thank you in advance for your participation.

Kindest regards,

BARBARA GEORGE
Chair

BARRY HESSENIUS
Director

Questionnaire Sponsored By California Arts Council

Your answers to this questionnaire will be an important part of a study of the economic impact of the arts in California. We appreciate your taking the time to complete the form. Your answers will be completely confidential and anonymous.

Classification Information About Your Organization

1. Is your organization private tax exempt, private for profit, or part of government?

- ☐ Private for profit
☐ Private tax exempt 501(c)(3)
☐ Private tax exempt 501(c)(4)
☐ Private tax exempt - other
☐ Government – education
☐ Government – other
☐ Combination (specify)

☐ Other (specify)

2. Which category best describes the PRINCIPAL business of your organization? Please check only one category.

- ☐ Broadcasting
☐ Production/Crafts Cooperative
☐ Dance
☐ Film/Video/Media
☐ Education
☐ Services
☐ Exhibiting (museums, galleries, etc)
☐ Publishing/Literary
☐ Performance Facility
☐ Arts Council or Local Arts Agency
☐ Presenter
☐ Music
☐ Theater
☐ Festival
☐ Visual Arts
☐ Folk and Traditional Arts
☐ Multidisciplinary (specify)

☐ Other (specify)

Events and Activities of Your Organization

As precisely as possible please indicate below the number of arts related events and attendance at your organization's events for the most recently completed fiscal year. As a guide, the fiscal year needs to include months in 2002. Be sure to include both starting and ending month and year for your fiscal year. (The period must equal 12 months). Later on in this survey you will be asked to provide organizational revenue and expenditure data for the same time period.

3. The 12 month operating period for your organization is a

_____ Fiscal Year,
beginning _____ ending _____
(month/year) (month/year)

or _____ Calendar Year

Type of Event

- | | 4. Number
of Events | 5. Total
Attendance |
|--|--------------------------------|--------------------------------|
| A. Performance (music, dance, theatre, opera) | _____ | _____ |
| B. Visual Arts (exhibits) | _____ | _____ |
| C. Media Arts (film/video) | _____ | _____ |
| D. Literary Arts (presentations, publications) | _____ | _____ |
| E. Education (workshops/classes, art camp) | _____ | _____ |
| F. Festival & Fairs | _____ | _____ |
| G. Other (specify) | _____ | _____ |

6. Please estimate what percent of those attending the above events came from:

A. Within California _____%

B. Outside California _____%

Revenue of Your Organization

7. For each income or revenue source, please indicate the amount received during the most recently completed fiscal year (should be same dates as in Question 3 above). Please include the amount received from operations or activities in California and the amount received from outside of California.

Total Income Generated

	In California	Out of State
Operations Income		
A. Income from admissions-box office gate, showings, memberships, subscriptions	\$ _____	\$ _____
B. Concession sales-sale of artwork (your share of sale)	\$ _____	\$ _____
C. Concession sales-other merchandise, food/beverages	\$ _____	\$ _____
D. Rental Income	\$ _____	\$ _____
E. Tuition Income	\$ _____	\$ _____
F. Income from services and recordings	\$ _____	\$ _____
G. Royalties	\$ _____	\$ _____
H. Other income from operations (specify)		

\$ _____ \$ _____

	In California	Out of State
Other Income		
I. All federal government grants	\$ _____	\$ _____
J. All state government grants	\$ _____	\$ _____
K. All local government grants	\$ _____	\$ _____
L. Private grants—foundations, businesses, individuals, friends or auxiliary groups	\$ _____	\$ _____
M. Fundraisers	\$ _____	\$ _____
N. Investment income/endowment interest	\$ _____	\$ _____
O. All other gifts, donations, endowments (specify)		
	\$ _____	\$ _____

8. Considering all income from all sources during your most recently completed fiscal year, what is the grand total?

\$ _____

Grants or Donations Made by Your Organization

The expenditures of your organizations on goods, services, and operations are examined in detail later in the survey. But first, please indicate whether your organization makes grants or donations to other arts organizations or individual artists.

9. Please list the amount of grant money or other funds that your organization distributed during the most recently completed fiscal year (same dates as question 3 please) to nonprofit arts organizations, individuals, for-profit arts organizations, or schools.

	In California	Out of State
A. Nonprofit arts organizations	\$ _____	\$ _____
(monetary contributions only, please do not include in-kind)		
B. Others—individual artists, for profit organizations, schools, etc.	\$ _____	\$ _____

Wages and Benefits Expenditures, and Employment

On the Table below please list the number of personnel you employed during the most recently completed fiscal year (please use the same timeframe as question 3) including all artistic personnel hired on a contractual basis. Also provide an estimate of wages, salaries, and artistic fees paid.

Note 1: Do not include consultant services such as lawyers and accountants unless such consultants are part of your regular salaried staff. Fees paid for such services provided by outside organizations are requested later in the survey.

Note 2: Utilize the following definitions of full-time and part-time when responding:

Full-time workers refers to personnel that work 35 or more hours per week, year-round (allowing for normal vacation).

Part-time workers refers to personnel who:

- 1) work less than 35 hours per week year-round, or
- 2) work 35 or more hours a week, but less than year-round.

10. Please list the number of personnel you employed during the most recently completed fiscal year (please use the same timeframe as question 3) including all artistic personnel hired on a contractual basis. Also list the wages paid to personnel and estimate what percent of those wages were paid to California residents. Follow the definitions given on the previous page.

	Number of Employees				Wages Paid	
	Full-Time		Part-Time		Amount Paid	% of Wages Paid to CA Residents
	CA Residents	Out-of-State Residents	CA Residents	Out-of-State Residents		
A. Professional Admin	_____	_____	_____	_____	\$ _____	_____%
B. Professional Artist	_____	_____	_____	_____	\$ _____	_____%
C. Professional Other	_____	_____	_____	_____	\$ _____	_____%
D. All Other	_____	_____	_____	_____	\$ _____	_____%
E. Total	_____	_____	_____	_____		

11. Considering all of the above wages, salaries, and artistic fees, what is the total BENEFITS paid by your organization during the most recently completed fiscal year?

\$ _____

12. Considering all of the above wages, salaries, and artistic fees, what is the total local, state, and federal PAYROLL taxes paid by your organization during the most recently completed fiscal year?

\$ _____

Note 3: You are asked about employment in four categories: Professional Administrative, Professional Artistic, Other Professional, and All Other. Definitions for each of the four categories are included below. If an employee or contract artistic personnel is not specifically listed in the definitions below, include him or her in the category that seems like the best description.

Professional Administrative – includes executive and supervisory staff.

Professional Artistic – includes performers, musicians, composers, playwrights, choreographers, set designers, lighting designers, creative designers, guest artists.

Professional Other – includes curators, conservators, technical directors and producers, librarians, teachers, and other educators, lecturers, researchers, and authors-in-residence.

All Other – includes secretaries, clerical workers, typists, guides, front-of-house and box office personnel, technicians, stage hands, stage managers, wardrobe, etc.

13. Please give your best estimate of the number of volunteers and volunteer hours contributed to your organization during the most recently completed fiscal year performing such functions as clerical back-up, serving as a board member, fundraising, docents or ushers, etc.

_____ volunteers
_____ hours

Expenditures on Goods

14. Consider your spending on artistic properties and goods utilized by your organization including artwork, artifacts, scripts, scores, library materials, royalties, and copyrights. Please list how much was spent on such artistic properties and goods in the most recently completed fiscal year at the following types of organizations.

	For use in productions or exhibits		Purchased for resale	
	\$ Amount Spent In California	\$ Amount Spent Out-Of-State	\$ Amount Spent In California	\$ Amount Spent Out-Of-State
A. Nonprofit art gallery, publisher, auction	\$_____	\$_____	\$_____	\$_____
B. For profit art gallery, publisher, auction or private individuals	\$_____	\$_____	\$_____	\$_____

15. Please list your spending during the most recently completed fiscal year (same period as question 3 please) on the following categories of other goods. Spending can include fundraising expenses. If some of your spending does not fall into any of the categories provided below, identify the type of spending and its amount under "other" at the bottom of this section.

	\$ Amount Spent In California	\$ Amount Spent Out-of-State
A. Motor vehicles purchases (excluding leases)	\$_____	\$_____
B. Other capital equipment and machinery (furniture, office machinery, computers, photographic, lighting, wiring, sound, and electronic or industrial equipment)	\$_____	\$_____
C. Paper and other office supplies	\$_____	\$_____
D. Lumber, hardware, and construction materials	\$_____	\$_____
E. Textiles and apparel	\$_____	\$_____
F. Merchandise for sale (including food, drink, catering)	\$_____	\$_____
G. Other (please specify) _____	\$_____	\$_____
H. Total purchase of goods	\$_____	\$_____

Operating Expenditures

16. Please give us a breakdown of your non-personnel operating expenditures for your most recently completed fiscal year using the following table. Spending can include fundraising expenses. If some of your spending does not fall into any of the categories provided below, please identify the type of spending and its amount under "other" at the bottom of this section.

	\$ Amount Spent In California	\$ Amount Spent Out-of-State
A. Rental of facilities (including performance or exhibit spaces)	\$_____	\$_____
B. Mortgage payments	\$_____	\$_____
C. Utilities (telephone, gas, oil, electricity, water, and sanitary services)	\$_____	\$_____
D. Insurance	\$_____	\$_____
E. Interest payments on loans other than mortgages	\$_____	\$_____
F. Shipping, warehousing, courier, mailing & postage	\$_____	\$_____
G. Membership dues	\$_____	\$_____
H. Other (please specify) _____	\$_____	\$_____
I. Total non-personnel expenditures	\$_____	\$_____

Expenditures on Services

17. Please list your spending during the most recently completed fiscal year on the following categories of services. Spending can include fundraising expenses. If some of your spending does not fall into any of the categories provided, please identify the type of spending and its amount under "other."

	\$ Amount Spent In California	\$ Amount Spent Out-of-State
--	-------------------------------------	------------------------------------

A. Transportation for
travel (air, rail, car, etc.)

\$_____ \$_____

B. Other travel expenses
(lodging, meals, other)

\$_____ \$_____

C. Contracted construction—new facilities
and maintenance and repair. Include
general construction and contractor
services (carpentry, plumbing, electrical)

\$_____ \$_____

D. Contracted professional services (other
than insurance)—legal and accounting
services, architectural and engineering,
advertising, public relations & fundraising

\$_____ \$_____

E. Other contracted services—parking,
cleaning and security, commercial art,
photographic services, collection agencies,
personnel agencies, and computer services

\$_____ \$_____

F. Printing and
reproduction

\$_____ \$_____

G. Equipment
rental and leasing

\$_____ \$_____

H. Automotive
rental (for local use)
and leasing

\$_____ \$_____

I. Other (please specify)

\$_____ \$_____

J. Total purchases
of services

\$_____ \$_____

18. Considering all expenditures of all types during your most recently completed fiscal year (in questions 10-17 above), what is the grand total?

\$ _____

19. What is the total cost of construction and renovation projects that have been initiated by your organization during the last five years? Please include all that have been started and completed as well as those in progress currently.

\$ Amount Spent
In California

A. New construction \$ _____

B. Renovation, repair,
alteration, or remodeling \$ _____

20. What was the source of the expenditure information you provided in Questions 9 through 18?

☐ Audited financial report for
organization's most recently completed
fiscal year

☐ Internal, un-audited financial report for
organization's most recently completed
fiscal year

☐ Other (please specify)

Presenting Performances of Other Arts Organizations

21. Does your organization present the productions or performances of other arts organizations or groups? Please indicate yes or no below. Note that this question does not refer to artists your organization hires for its own productions (that subject was addressed in Question 10).

☐ Yes

☐ No

22. If your answer to question 21 was yes, please list the number of California arts organizations or groups whose productions or performances your organization presented in the most recently completed fiscal year (should be same dates as in Question 3 above).

☐ 0

☐ 11-15

☐ 1-2

☐ 16-20

☐ 3-5

☐ 21-30

☐ 6-10

☐ More than 30

Thank you very much for your participation.

Please list the following information in case further information is required.

Organization Name: _____

Organization Address: _____

Name of Contact Person: _____

Telephone Number of Contact Person: _____

Please fill out only one survey per “attending party.” An attending party is defined as a group of friends or family who are attending this event together.

Attending Party Information and Spending

1. How far do you live from this facility (number of miles one way)? _____

2. If you live in the U.S., what is your home zip code? _____

3. If you live outside the U.S., please tell us your country of residence. _____

4. Based on the definition given above, how many are in your attending party? _____

5. Are any members of your attending party currently away from their home for one or more nights?

☐ Yes (If yes, how many?) _____

☐ No

6. We would like to find out about your attending party’s expenditures related to this event. What is the total estimated amount you and everyone in your attending party has spent or will spend while attending this event or in preparing for coming here? If your attending party did not spend anything in a particular category, please write “0”. Please remember these figures should be a total estimate for you and everyone in your attending party.

a. Tickets or admission to this event \$ _____

b. Refreshments while at this event \$ _____

c. Souvenirs, books, or art objects purchased \$ _____

d. Food and drink either before or after this event \$ _____

e. Transportation to this event from the place where your party is spending the night. Include gas, tolls, parking, taxi/limo, and bus/subway (exclude air fares or vehicle rental) \$ _____

f. Child-care related to attending this event \$ _____

g. Clothing or accessories in anticipation of this event \$ _____

h. Other (please describe)

_____ \$ _____

Respondent Arts Participation		
7. For yourself, not necessarily your attending party, if you were not attending this event today, which do you think you would have been most likely to do instead? (Please choose one)		
	In California	Out of State
Would not have done anything else today	<input type="radio"/>	<input type="radio"/>
Symphony, opera, or chamber music	<input type="radio"/>	<input type="radio"/>
Other music performance	<input type="radio"/>	<input type="radio"/>
Ballet or other dance performance	<input type="radio"/>	<input type="radio"/>
Theatre or musical theater production	<input type="radio"/>	<input type="radio"/>
Visual art museum or gallery	<input type="radio"/>	<input type="radio"/>
Sports event	<input type="radio"/>	<input type="radio"/>
Attend movie or video rental at home	<input type="radio"/>	<input type="radio"/>
Dine out	<input type="radio"/>	<input type="radio"/>
Watch television or read at home	<input type="radio"/>	<input type="radio"/>
Other (please describe)		
_____	<input type="radio"/>	<input type="radio"/>

8. How much money did you donate to nonprofit arts organizations in the last year?

☐ \$0

☐ \$1 to \$49

☐ \$50 to \$99

☐ \$100 to \$199

☐ \$200 to \$499

☐ \$500 to \$999

☐ \$1,000 to \$1,999

☐ \$2,000 to \$4,999

☐ \$5,000 or more

9. How much do the arts contribute to particular aspects of life in California? Use a scale of 1 to 10, with 10 indicating the arts contribute **strongly** to a specific aspect, and 1 indicating that the arts do **not** contribute at all.

_____ individual health and enrichment

_____ individual recreation and entertainment

_____ academic performance of children

_____ future success of children

_____ quality of life in the community

_____ cultural communication and understanding

_____ source of jobs in the community

_____ civic pride in the community

_____ growth of tourism

_____ development of specific industries

_____ social integration of new immigrants

_____ cultural equity

Respondent Demographics

10. What is your gender?

☐ Male ☐ Female

11. What is your ethnic background?

☐ African-American

☐ Latino

☐ Asian or Pacific Islanders

☐ Caucasian/White

☐ American Indian

☐ Other (please describe)

12. What is the highest level of schooling you have completed?

☐ Grade school or less

☐ Some high school

☐ High school graduate

☐ Technical school graduate

☐ Some college

☐ College graduate

☐ Some graduate school

☐ Completed graduate school

13. What is your total annual household income?

☐ Under \$10,000

☐ \$10,000 - \$19,999

☐ \$20,000 - \$29,999

☐ \$30,000-\$39,999

☐ \$40,000-\$49,999

☐ \$50,000-\$74,999

☐ \$75,000-\$99,999

☐ \$100,000-\$199,999

☐ \$200,000 & over

14. In attending this event, are you away from your home for one or more nights?

☐ Yes – If you are away from your residence for one or more nights, complete Questions 15-25.

☐ No – If you are **not** away from your residence, skip the remaining questions and thank you for participating.

REMINDER *Questions 15 through 25 are only for respondents who are away from their home for one or more nights.*

15. What are the total expenditures of your attending party for your entire trip? This total can include expenditures mentioned in question 6 as well as other expenditures not covered by that question. If your attending party did not spend anything in a particular category, please write “0”. Please remember these figures should be a total estimate for you and everyone in your attending party.

a. Tickets or admission at all events \$ _____

b. Refreshments at all events \$ _____

c. Souvenirs, books, or art objects purchased \$ _____

d. Food and drink \$ _____

e. Transportation. Include train, auto, and air travel and rental vehicles as well as gas, tolls, parking, taxi/limo, and bus/subway \$ _____

f. Lodging \$ _____

g. Child-care related to trip \$ _____

h. Clothing, accessories, or other retail \$ _____

i. Other (please describe)

_____ \$ _____

16. How important is each of the following in your decision to visit this area?

	Main Reason	Very Important	Somewhat Important	Somewhat Unimportant	Not At All Important
To attend this event	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Pleasure, recreation, vacation	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Visit relatives or friends	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Business	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Convention/Meeting	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Shopping	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
To attend another arts event	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
To attend another special event	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Personal reasons (health, etc)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Other (please describe)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

17. If you do not live in California, was attending this event your main reason for coming to California?

☐ Yes ☐ No

☐ Not Applicable, I live in California

18. On this trip, how many nights do you plan to be in this area? # _____

19. How many nights do you plan to be elsewhere in California, on this trip? # _____

20. Total number of nights away from home? # _____

21. Where are you staying during your visit to this area?

☐ Hotel, motel or bed & breakfast

☐ Rental home, apartment or condo

☐ Private or public campground

☐ At the home of friends or relatives

☐ Other (please describe)

22. How much is your “attending party” spending per night for accommodations in this area? Please remember this figure should include the total amount spent each night by you and everyone in your attending part (everyone included in your answer to question 4).

\$ _____

23. What means of transportation did you and/or your attending party use to travel to this area? Please check all that apply (Car to train, plane to rental car, etc).

☐ Private vehicle

☐ Plane

☐ Rental vehicle

☐ Train

☐ Bus

☐ Other (please describe)

24. If you and your "attending party" traveled to this area via rental vehicle, how much was spent in total for rental vehicles by you and your attending party?

☐ Under \$50

☐ \$50 - \$99

☐ \$100 - \$149

☐ \$150 - \$199

☐ \$ 200- \$249

☐ \$ 250- \$349

☐ \$ \$350 & over

25. If you and your “attending party” traveled to this area via plane, train, or bus, how much was spent in total for fares by you and your attending party?

☐ Under \$300

☐ \$300 - \$599

☐ \$600 - \$899

☐ \$900- \$1,199

☐ \$1,200- \$1,499

☐ \$1,500-\$1,799

☐ \$1,800-\$2,099

☐ \$2,100-\$2,499

☐ \$2,500 and over

Thank you for your participation.

Survey of Arts Event Attendees



Your answers to this questionnaire will be an important part of a study of the economic impact of the arts in California. We appreciate your taking the time to complete the form. Your answers will be completely confidential and anonymous.

Survey

Encuesta de Participantes Culturales

Artes de California 2002

Informe Sobre el Impacto Económico del Sector No-lucrativo

Sus contestaciones a este cuestionario formarán parte importante de un estudio sobre el impacto económico de la artes en California. Apreciamos que haya tomado el tiempo para completar este formulario. Sus repuestas se conservarán en forma totalmente confidencial y anónima.

Favor de llenar solo un cuestionario por cada “grupo participante.” Un grupo participante es el conjunto de amigos o parientes que, juntos, asiste a este evento.

Información Sobre el Grupo Participante

1. De que distancia vive Ud. de este sitio (cuantas millas de una sola vía)? _____

2. Si Ud. vive en los Estados Unidos, _____
que es el código postal de su hogar? _____

3. Si Ud. vive fuera de los Estados Unidos, cuál es su país de residencia? _____

4. Basado en la previa definición, cuantas personas forman su grupo participante? _____

5. Queremos averiguar si algún miembro de su grupo participante se encuentra fuera de su propio hogar por una o mas noches?

- ☐ Sí (cuantas noches?) _____
☐ No

6. Queremos averiguar algo acerca de los gastos de los miembros de su grupo. Favor de estimar la cantidad de dinero que Ud. y todos los miembros de su grupo gastarán mientras asistan a este evento, o gastaron preparándose para asistir a este evento. Si no gastaron dinero, favor de indicar “0”. No falte de recordar que este estimado deber agregar los gastos de Ud. y todos los miembros de su grupo.

- a. Boletos o admisión a este evento \$ _____
b. Refrescos consumidos durante este evento \$ _____
c. Recuerdos, libros u objetos de arte comprados \$ _____
d. Comida y bebidas consumidas antes o después de este evento \$ _____
e. Costos de transporte a este evento del lugar dónde su grupo se queda la noche (hogar privado, hotel/motel, pensión). Favor de incluir gastos para gasolina, estacionamiento, peaje, taxi/limosina, autobús y tren (excluya pasaje de avión y alquiler de auto).\$ _____
f. Gastos para el cuidado de niños mientras asistan al evento \$ _____
g. Ropa especial o apropiada para la actividad, comprada en anticipación de este evento \$ _____
h. Otros gastos (favor de especificar)\$ _____

Acerca de su Participación Personal

7. Esta pregunta es para Ud, no necesariamente para su grupo. Si Ud. no estuviera asistiendo a este evento, que otra cosa estuviera haciendo? (Favor de escoger una de las siguientes opciones)

- A - En California
B - Fuera del Estado

A/B?

No hubeira hecho otra cosa hoy _____
Orquesta sinfónica, ópera o música de cámara _____
Otra presentación musical _____
Ballet u otra presentación de danza _____
Teatro o teatro musical _____
Museo o galleria _____
Evento deportista _____
Cine o alquiler de video para el hogar _____
Comer fuera en un restaurante _____
Ver televisión o leer en el hogar _____
Otra actividad (favor de especificar) _____

8. Durante el año pasado, cuanto dinero contribuyó Ud. a un grupo cultural o artístico no-lucrativo (no comercial)?

- ☐ \$0
☐ \$1- \$49
☐ \$50 - \$99
☐ \$100 - \$199
☐ \$200 - \$499
☐ \$500 - \$999
☐ \$1,000 - \$1,999
☐ \$2,000 - \$4,999
☐ Mas de \$5,000

9. Esta pregunta se trata del valor que, en su opinión, contribuye las artes a la calidad de vida en California. Utilizando un índice numérico, de 1 a 10, pedimos que Ud. nos de su opinión sobre la importancia de las artes relacionada con los siguientes aspectos de la vida cotidiana. El número 10 significa una fuerte contribución o impacto. El número 1 significa una falta de contribución o impacto.

- ____ Salud y enriquecimiento personal
____ Recreo y enriquecimiento personal
____ Mejoramiento académico o intelectual para la juventud
____ Futuro éxito o ventaja para la juventud
____ Mejor calidad de la vida en la comunidad
____ Comunicación y entendimiento o apreciación cultural
____ Fuente o productor de trabajos para la comunidad
____ Fuente o causa de orgullo cívico para la comunidad
____ Desarrollo o incremento de turismo
____ Desarrollo de industrias específicas
____ Integración social de grupos inmigrantes
____ Igualdad o imparcialidad cultural

Datos Demográficos

10. Cual es su género?

- ☐ Masculino
☐ Femenino

11. A cuál grupo étnico pertenece Ud?

- ☐ Afro-Americano
☐ Latino
☐ Asiático o Isleño Pacífico
☐ Anglosajón/Caucásico
☐ Indígena Nativo
☐ Otro (favor de especificar)

12. Que nivel de educación ha cumplido Ud?

- ☐ Primaria
☐ Secundaria (sin diploma)
☐ Graduado de secundaria
☐ Graduado de escuela técnica
☐ Universidad (sin diploma)
☐ Graduado de universidad
☐ Estudios graduados
☐ Diploma de estudios graduados

13. Anualmente, que es el nivel de ingresos a su hogar?

- ☐ Menos de \$10,000
☐ \$10,000 - \$19,999
☐ \$20,000 - \$29,999
☐ \$30,000 - \$39,999
☐ \$40,000 - \$49,999
☐ \$50,000 - \$74,999
☐ \$75,000 - \$99,999
☐ \$100,000 - \$199,999
☐ Mas de \$200,000

14. Al asistir este evento, está Ud. fuera de su hogar por una o mas noches?

- ☐ Sí—Si Ud. está fuera de su hogar por una o mas noches, favor de responder a las Preguntas 15 a 25.
☐ No—Si Ud. no se encuentra fuera de su residencia, no tiene que responder a las Preguntas 15 al 25. Le agradecemos muchísimo por haber completado este cuestionario.

RECUERDE Las Presungas 15 a 25 son para respondedores que se encuentran fuera de sus hogares por una or mas noches.

<p>15. Esta pregunta se trata de la suma de los gastos de su grupo de participantes durante este viaje. Los gastos pueden incluir los mencionados en la Pregunta 6, como también otros gastos no identificados en esa pregunta. Si su grupo no gastó dinero en alguna de las siguientes categorías, favor de indicar “0”. Recuerde, estos estimados deben agregar la suma de los gastos de Ud. y todos los miembros del grupo de participantes.</p> <p>a. Boleto o admisión a este event \$ _____</p> <p>b. Refrescos consumidos durante este evento \$ _____</p> <p>c. Recuerdos, libros u objetos de arte comprados \$ _____</p> <p>d. Comida y bebidas consumidas antes or después de este evento \$ _____</p> <p>e. Transporte. Porfavor induir tren, automovil, transporte aereo, alquiler de vehiculos al igual que la gasoline, peajes aparcamiento, taxi/limosina, autobus y metro. \$ _____</p> <p>f. Hotel/Motel \$ _____</p> <p>g. Gastos para el cuidado de niños mientras asistan al evento \$ _____</p> <p>h. Ropa especial or apropiada para la actividad, comprada en anticipación de este evento \$ _____</p> <p>i. Otros gastos (favor de especificar) _____ \$ _____</p>	<p>16. Ud. decidió visitar a este área. De las siguientes razones, que tan importante fue cada una?</p> <p>A - Razón principal B - Muy importante C - Importante D - Mas o menos importante E - No fue importante A/B/C/D/E?</p> <p>Asistir a este evento _____</p> <p>Placer, recreo, vacación _____</p> <p>Visitar parientes o amigos _____</p> <p>Negocio _____</p> <p>Convención/Reunión _____</p> <p>Ir de compras _____</p> <p>Asistir a otro evento cultural _____</p> <p>Asistir a otro evento especial _____</p> <p>Razones personales (salud, etc.) _____</p> <p>Otra razón (favor de especificar) _____</p> <p>17. Si Ud. no vive en California, queremos saber si asistiendo a este evento fue su motivo principal por viajar al estado. Favor de responder.</p> <p>Sí _____</p> <p>No _____</p> <p>No tiene relevancia, vivo en California _____</p> <p>18. Durante este viaje, cuantas noches pretende estar por este área? # _____</p> <p>19. Durante este viaje, cuantas noches pretende Ud. estar en otras partes de California? # _____</p> <p>20. Favor de indicar el número total de noches fuera de su hogar. # _____</p>	<p>21. Durante este viaje, a este área, dónde se queda?</p> <p><input type="checkbox"/> Hotel, motel o pensión</p> <p><input type="checkbox"/> Hogar, departamento o condominio alquilado</p> <p><input type="checkbox"/> Encampamento público o privado</p> <p><input type="checkbox"/> Hogar de pariente o amigo</p> <p><input type="checkbox"/> Otro lugar (favor de especificar)</p> <p>22. En cuanto a hoteles, motels o pensiones, cuanto está gastando su “grupo de participantes” en este área? Favor de recordar que este importe debe agregar la suma total gastada por Ud. y cada uno de su grupo (las personas incluídas en la respuesta a Pregunta 4). \$ _____</p> <p>23. Que forma de transporte utilizaron para llegar a este área? Favor de indicar todos los modos que utilizaron (Auto a tren, avión a vehículo alquilado, etc.)</p> <p><input type="checkbox"/> Vehículo particular/privado</p> <p><input type="checkbox"/> Avión</p> <p><input type="checkbox"/> Vehículo alquilado</p> <p><input type="checkbox"/> Tren</p> <p><input type="checkbox"/> Autobús</p> <p><input type="checkbox"/> Otro (favor de especificar)</p> <p>24. Si Ud. y su “grupo de participantes” viajaron a este área en un auto alquilado, o autos alquilados, cuanto gastaron en total por ello/ellos?</p> <p><input type="checkbox"/> Menos de \$30</p> <p><input type="checkbox"/> \$50 - \$99</p> <p><input type="checkbox"/> \$100 - \$149</p> <p><input type="checkbox"/> \$150 - \$199</p> <p><input type="checkbox"/> \$200 - \$249</p> <p><input type="checkbox"/> \$250 - \$349</p> <p><input type="checkbox"/> Mas de \$350</p>	<p>25. Si. Ud. y su “grupo de participantes” viajaron aquí por avión, tren o autobús, cuanto gastaron en total?</p> <p><input type="checkbox"/> Menos de \$300</p> <p><input type="checkbox"/> \$300 - \$599</p> <p><input type="checkbox"/> \$600 - \$899</p> <p><input type="checkbox"/> \$900 - \$1,199</p> <p><input type="checkbox"/> \$1,200 - \$1,499</p> <p><input type="checkbox"/> \$1,500 - \$1,799</p> <p><input type="checkbox"/> \$1,800 - \$2,099</p> <p><input type="checkbox"/> \$2,100 - \$2,499</p> <p><input type="checkbox"/> Mas de \$2,500</p> <p>Muchísimas gracias por su participación en esta encuesta.</p>
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1. Is your school public or private?
☐ Public ☐ Private

2. Is your school located in an urban, suburban, or rural area?
☐ Urban ☐ Suburban ☐ Rural

3. How many students attend your school?
of students _____

4. Please check all of the grades that are taught at your school. Also, for each grade taught, please list which arts subjects, if any, are taught as part of separate arts classes distinct from the general curriculum. Arts subjects are defined to include music, drama, visual arts, and dance. If no arts subjects are taught as separate classes in a grade, please check none.

	Arts Class Taught in Each Grade						Grades in which art integration occurs
	Grade taught at school	Dance	Music	Drama	Visual Arts	New Media & Electronic Technology	
Pre-Kinderg'n	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Kindergarten	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
1st Grade	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
2nd Grade	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
3rd Grade	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
4th Grade	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
5th Grade	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
6th Grade	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
7th Grade	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
8th Grade	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
9th Grade	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
10th Grade	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
11th Grade	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
12th Grade	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

5. Does your school have any performance spaces that were designed primarily for teaching, practicing, and performing the arts? A performance space refers to theatres, broadcasting studios, or music halls rather than classrooms. If yes, please indicate the number of venues and the year(s) when they were built.

☐ Yes Number of spaces _____
Year built _____

☐ No

6. Focusing on classrooms, does your school have any specific rooms that are assigned primarily for arts instruction? Below, please indicate yes or no for each arts discipline. Please also indicate the number of classrooms.

	No	Yes	If yes, number of classrooms
Visual Arts	<input type="radio"/>	<input type="radio"/>	_____
Music	<input type="radio"/>	<input type="radio"/>	_____
Drama/Theatre	<input type="radio"/>	<input type="radio"/>	_____
Dance	<input type="radio"/>	<input type="radio"/>	_____
Media/Cyber Arts	<input type="radio"/>	<input type="radio"/>	_____
Other _____	<input type="radio"/>	<input type="radio"/>	_____

7. How many other classrooms (i.e., classrooms not assigned primarily for arts instruction) are utilized to teach arts classes?
of classrooms _____

8. Note the following definitions for full-time and part-time employment for teachers: **Full-time teacher** is defined as a certified teacher having a full teaching load at your school for the entire school year. **Part-time teacher** is defined as a certified teacher with less than a full teaching load at your school, or who teaches for less than an entire school year.

How many full-time and part-time teachers are employed in your school?

full-time teachers _____

part-time teachers _____

9.. Now consider the following additional definitions: **An arts teacher** refers to the instructor of a course that covers one or more of the following subjects (but does not cover non-arts curriculum):

☐ Music
☐ Drama
☐ Visual Arts
☐ Dance
☐ Media or Cyber Arts

A **full-time classroom teacher/part-time arts teacher** is defined as a teacher with a full teaching load at your school for the entire school year, but who teaches arts classes part-time (and teaches non-arts subjects for the remainder of their teaching load).

A. How many **certified arts teachers** do you employ at your school?

full-time arts teachers _____

full-time classroom teacher/part-time arts teacher _____

part-time arts teachers _____

B. How many artists in residence or teaching artists do you employ at your school?

teaching artists _____

artists in residence _____

C. How many volunteer arts educators are active at your school?
of volunteer arts educators _____

D. Please list the number of “other” art teachers at your school beyond those listed in parts A through C above and describe their activities. Please indicate with a 0 if all arts teachers were covered by A through C above.

of other art teachers _____ (please describe below)

10. What was the **total** annual budget for your school during the 2002-2003 school year?
\$ _____

11. What is the annual **arts education** budget of your school for the following expense categories? Please base your responses on expenditures during the 2002-2003 school year.

A. What is the annual spending at your school on the salaries and benefits of arts teachers? You should refer to your responses to Question 9 in determining your answer. Your estimate should include the salaries and benefits of full-time and part-time arts teachers, teaching artists and artists in residence. Your estimate should also include the appropriate share of the wages and salaries of full-time teachers who teach arts classes part-time (i.e., full-time classroom teachers/part-time arts teachers). Please select the appropriate cost category.

☐ \$25,000 or less
☐ \$25,001 to \$50,000
☐ \$50,001 to \$100,000
☐ \$100,001 to \$250,000
☐ \$250,001 to \$500,000
☐ \$500,001 to \$1 million
☐ \$ More than \$1 million

(please estimate) _____

B. What is the annual spending at your school on the cost of art class materials and supplies? Please select the appropriate cost category.

☐ \$5,000 or less
☐ \$5,001 to \$10,000
☐ \$10,001 to \$25,000
☐ \$25,001 to \$50,000
☐ \$50,001 to \$100,000
☐ \$100,001 to \$250,000
☐ \$250,001 to \$500,000
☐ More than \$500,000

(please estimate) _____

C. What is the annual spending at your school on travel and registration costs for arts conferences and training?

- ☐ \$0
- ☐ \$500 or less
- ☐ \$501 to \$1,000
- ☐ \$1,001 to \$2,500
- ☐ \$2,501 to \$5,000
- ☐ \$5,001 to \$10,000
- ☐ \$10,001 to \$25,000
- ☐ \$25,001 to \$50,000
- ☐ More than \$50,000

(please estimate) _____

D. What is the annual spending at your school on the costs associated with student performances and exhibits? Please select the appropriate cost category.

- ☐ \$5,000 or less
- ☐ \$5,001 to \$10,000
- ☐ \$10,001 to \$25,000
- ☐ \$25,001 to \$50,000
- ☐ \$50,001 to \$100,000
- ☐ \$100,001 to \$250,000
- ☐ \$250,001 to \$500,000
- ☐ More than \$500,000

(please estimate)_____

12. What percentage of the annual arts education budget of your school comes from the following sources? Please check the appropriate box.

	0%	1-10%	11-25%	26-50%	51-75%	76-99%	100%
a. School operating budget	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
b. Arts students	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
c. Parent organizations	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
d. Bond issues	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
e. California foundation or corporation	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
f. Out-of-State foundation	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

	0%	1-10%	11-25%	26-50%	51-75%	76-99%	100%
g. Federal Government program	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
h. State Government	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
i. Local Government	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
i. Other _____	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

13. Please check those arts disciplines for which you have written, board approved policy statements. Please check “None” if you do not have a statement for any of the disciplines.

- ☐ Visual arts
- ☐ Dance
- ☐ Music
- ☐ Media arts
- ☐ Drama/Theatre
- ☐ None

14. Are arts grades used in determining student eligibility for the honor roll in your school?

☐ Yes

☐ No

15. To what extent does the entire faculty at your school (all faculty, not only arts faculty) embrace the philosophy that arts are important in a child’s well rounded education? Please check the correct box.

- ☐ 0% of our faculty.
- ☐ From 1% to 10% of our faculty.
- ☐ From 11% to 25% of our faculty.
- ☐ From 26% to 50% of our faculty.
- ☐ From 51% to 75% of our faculty.
- ☐ From 76% to 99% of our faculty.
- ☐ 100% of our faculty.

Questions 16 and 17 deal with arts integration in the general classroom curriculum. Arts integration is defined as the utilization of the arts into non-arts subject student learning.

16. To what extent are the arts integrated into the classroom curriculum in your school? Please check the correct box.

Of your classroom curriculum...

- ☐ 0% includes arts integration.
- ☐ From 1% to 10% includes arts integration.
- ☐ From 11% to 25% includes arts integration.
- ☐ From 26% to 50% includes arts integration.
- ☐ From 51% to 75% includes arts integration.
- ☐ From 76% to 99% includes arts integration.
- ☐ 100% includes arts integration.

17. Please check all grade levels in your school in which arts integration in the general classroom occurs?

- ☐ Pre-Kindergarten
- ☐ Kindergarten
- ☐ 1st Grade
- ☐ 2nd Grade
- ☐ 3rd Grade
- ☐ 4th Grade
- ☐ 5th Grade
- ☐ 6th Grade
- ☐ 7th Grade
- ☐ 8th Grade
- ☐ 9th Grade
- ☐ 10th Grade
- ☐ 11th Grade
- ☐ 12th Grade
- ☐ Other Grade (describe) _____

Thank you for completing the questionnaire.
Please return the survey in the stamped, self-addressed envelope that was provided

Survey of Schools
for
California Arts Council



Your answers to this questionnaire will be an important part of a study of the economic and education impact of the arts in California. We appreciate your taking the time to complete the form. Your answers will be completely confidential and anonymous. Please complete the survey by July 25, 2003, and mail it in the provided return envelope.